



Docket No. 216513

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
Dockery & Pirtle

Serial No.: 08/813,852

Filed: March 7, 1997

For: SYSTEM AND METHOD FOR
PROMOTING STORES AND
PRODUCTS

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Group Art Unit: 3107

Examiner: F.J. Bartuska

AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Office Action mailed June 18, 1998, please amend the
above-identified application as follows:

In the Specification:

On page 4, line 19, please replace "manufactures" with --manufacturers--.

On page 6, line 5, please replace "generally" with --general--.

On page 6, line 9, please replace "a" with --as--.

On page 13, line 27, please delete "in".

On page 19, line 1, please replace "a" with --as a--.

In the Claims:

1. (Amended) A method for promoting sales of a product carried in a store,
the method comprising the steps of:
collecting [and assembling] information about the product;